

Erasmus za mlade
podjetnike



Erasmus for Young Entrepreneurs

Erasmus za mlade podjetnike

European Entrepreneur exchange programme

UP FAMNIT
8. april 2021



Namen in cilji programa Erasmus za mlade podjetnike

Namen:

- Prenos podjetniških znanj in izmenjava izkušenj med izkušenim in mladim/bodočim podjetnikom

Cilja:

- pomagati mlademu/novemu podjetniku pridobiti potrebna podjetniška znanja, know-how za uspešen zagon, vodenje in razvoj njegovega podjetja
- Ponuditi priložnost izkušenim podjetnikom za mrežno povezovanje, možnosti vstopa na nove evropske trge iskanja novih poslovnih partnerjev in sodelovanj v obliki dolgoročnih poslovnih partnerstev

Kdo lahko sodeluje in kakšni so pogoji?

Novi podjetnik (NE-New entrepreneur):

- vsakdo, ki ima podjetniško idejo in razmišlja o ustanovitvi svojega podjetja,
- vsakdo, ki je v procesu ustanavljanja podjetja,
- vsakdo, ki že ima podjetje in je njegov podjetniški staž krajši od 3 let.
- Ima (vsaj okvirno) izdelan poslovni načrt
- Ima stalno prebivališče v eni izmed sodelujočih držav
- je pripravljeni prispevati k razvoju podjetja podjetnika gostitelja in za to uporabiti svoja znanja in spretnosti
- **Starostne omejitve ni!**

Kdo lahko sodeluje in kakšni so pogoji?

Gostiteljski podjetnik (HE-Host entrepreneur):

- izkušen podjetnik, ki je ustanovitelj in vodi lastno MSP
- ima več kot 3 leta podjetniškega staža
- Ima stalno prebivališče v državi v kateri ima tudi ustanovljeno podjetje
- je pripravljen deliti svoje znanje in izkušnje z novim podjetnikom ter biti njegov mentor

Kako in kje program deluje?

- Prek mreže lokalnih posredniških organizacij (npr. zbornice, tehnološki parki, univerze, agencije, ipd.).
- na območju EU in nekaj držav izven EU (BIH, Srbija, Makedonija, Armenija, Moldavija, Turčija, Ukrajina,
- Program EYE Global (marec 2021): Izrael, Singapur, Taiwan, Južna Koreja, Kanada in ZDA (NY, California)
- LPO v Sloveniji: *Univerza na Primorskem*, RRC Koper, TPLJ, BSC Kranj.
- Izbor LPO pri prijavi ni regionalno pogojen!
- Usposabljanje: min. 1 do max. 6 mesecev (lahko v več ločenih časovnih intervalih, zaključek v obdobju 1 leta od začetka usposabljanja)

Vloga posredniške organizacije

Posredniška organizacija deluje kot:

- kontaktna točka za informiranje o programu EYE
- promotor programa EYE in mreženja med sodelujočimi podjetniki
- asistent mladim in izkušenim podjetnikom pri e-prijavi v bazo podjetnikov programa EYE
- pomaga pri iskanju primernega podjetnika in vzpostavljanju povezav med podjetnikoma
- pripravi pogodbo o sofinanciranju usposabljanja z mladim podjetnikom
- po potrebi posreduje praktične informacije (prevoz, namestitve, zavarovanje) podjetnikom pred usposabljanjem v tujini

Kako gre v praksi?

- FAZA 1: e-prijava (<http://www.erasmus-entrepreneurs.eu/>)

Kako gre v praksi?

- FAZA 1: e-prijava (<http://www.erasmus-entrepreneurs.eu/>)
- POSLOVNI NAČRT CV MOTIV. PISMO

Poslovni načrt mora vsebovati vsaj:

- jasen opis izdelka ali storitve, ki jo želite razviti/ponuditi trgu;
- tržno analizo, ki vključuje opredelitev in oceno ciljnega trga.
- analizo konkurentov;
- tržni in prodajni načrt;
- finančni načrt, ki vključuje ocenjene stroške in prihodke v prvih dveh letih
- analizo dobičkonosnosti-breakeven analysis.



PERSONAL INFORMATION Betty Smith

32 Reading rd, Birmingham B26 3JQ United Kingdom
+44 2012345679 +44 7123456789
smith@kolmail.com
AOL Instant Messenger (AIM) betty.smith

Sex Female | Date of birth 01 March 1975

JOB APPLIED FOR European project manager

WORK EXPERIENCE

August 2002 – Present Independent consultant
British Council
123 Bd Ney, 75023 Paris (France)
Evaluation of European Commission youth training support measures for youth national agencies and young people

March 2002 – July 2002 Internship
European Commission, Youth Unit, DG Education and Culture
200, Rue de la Loi, 1049 Brussels (Belgium)
- evaluating youth training programmes for SALTO UK and the partnership between the Council of Europe and European Commission
- organizing and running a 2 day workshop on non-formal education for Action 5 large scale projects focusing on quality, assessment and recognition
- contributing to the steering group and developing action plans on training for the next 3 years. Working on the Users Guide for training and the support measures

Business or sector: European institution

Erasmus for Young Entrepreneurs

[New] entrepreneur application details

IDENTIFICATION

Name: Mr MANJIC Uros
Organization name: AeGenus d.o.o.
Address: Faraška 8
Postal code: 6000
City: Koper
Country: SI
Email: uros@ageenus.com
Phone: +386 31303462
Fax: +386
Website: www.ageenus.com

Have you already started your own business?

MOTIVATION

Please indicate why you wish to participate in the Erasmus for Young Entrepreneurs programme and state your expectations

The Company would like to cooperate with similar EU Companies in their program Erasmus for Young Entrepreneurs by means to gain new knowledge and broaden horizons. The Entrepreneur (Inventor) will want to be located across from other EU countries, especially on similar time, also with similar professional education and programs. We would like to benefit from the knowledge of professional people in comparable professional field. Also we would like to develop communication based by professional problems and to expand our professional knowledge with the main goal to improve our daily professional work. The Entrepreneurs would like to learn how similar Companies are working on similar professional fields in comparable countries.

How should your stay abroad help you to start your business?

We founded new company last year and movement with Erasmus for Young Entrepreneurs will get new knowledge and resources how to manage and lead company. Maybe also get also new opportunities for future business co-operation with Entrepreneur.

Have you worked or studied abroad before? How do you plan to prepare yourself for your stay with the host Entrepreneur?

I haven't worked or studied abroad. For going to be in touch with "Intermediary Organizations (IP 2007)" IP 2007 will help me with preparation about general information of region/country, information of company, etc. in which I will go.

Which added value can you provide to your envisaged host Entrepreneur? Why should the host Entrepreneur choose you?

In 2008 the company AeGenus was the winner of the competition Podjetna Preizkusna, with the product "Bodibanking". The company received a silver award for originality and degree of potential production in terms of IPK protection from the Slovenia Chamber of Commerce and Industry (C2 Slovenia). With the product "Bodibanking" the company proved itself among the leaders of the most innovative business ideas contest, organized by "Tina". AeGenus is a global company with the technologies of digital business solutions that enables them in the field of information and communication technologies. We strive to always be one step ahead of competition with the services offered and developed within the company's homogeneous team of experts. AeGenus business enterprises are based on creativity, innovation, operational efficiency and customer satisfaction. The company bases itself on three fields (programming, design, content), that are also the leading trends of any successful website. AeGenus is a company from Slovenia (Central & Eastern Europe) with knowledge, day creative and fast in delivery. Our geo-location inspires us and makes us extremely cost effective. Entrepreneur with us has opportunity to get the best information about Slovenia and Croatian market, how to start business in those countries and maybe we establish business co-operation.

Experience in running a business (number of years): 1

Previous working experience (number of months): 48

CV: CV_English.pdf (58 kb)

Business plan: Final_Planovni_nazn_PPS.pdf (273 kb)

Business plan short overview:

We founded new company last year and movement with Erasmus for Young Entrepreneurs in this phase will get new local market knowledge and understand how to sell our products in this market. Our company emphasizes on "online marketing", because we consider the cell phone as a daily important part of our it.

08/04/2021

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Kako gre v praksi?

- FAZA 1: e-prijava (<http://www.erasmus-entrepreneurs.eu/>)
- FAZA 2: Iskanje ustreznega gostitelja (baza/izven)

Entrepreneur to be matched

Fullname	Type	Country	IO	Primary domain	Secondary domain(s)	Primary country	Secondary countries	Mother tongue	Comm. langs	
Jerca FURMAN	New	Slovenia	UP_ZRS	Health, beauty and social services	Community, social and personal services Education and training services Organic/Bio/Eco products and services Social economy/responsible entrepreneurship/CSR	Spain	Ireland Netherlands Portugal Sweden	Slovene	English	Edi

Matching entrepreneurs

Filters (0) Live search... Match weight settings

# Visits	Fullname	Type	Country	IO	Primary domain	Secondary domain(s)	Primary country	Secondary countries	Mother tongue	Comm. langs	Req. langs	Match score	
3	John BUTLER	Host	United Kingdom	EISC	Health, beauty and social services	Education and training services	Slovenia	Italy	English		English	80.9	Applic. details Propose RLT Score info
2	Christopher CULL	Host	United Kingdom	EISC	Health, beauty and social services	Community, social and personal services Education and training services Music, theater, events and related cultural and entertainment	Greece	France Germany Italy Portugal	English	German	English German	80.9	Applic. details Propose RLT Send email Score info



Kako gre v praksi?

- FAZA 1: e-prijava (<http://www.erasmus-entrepreneurs.eu/>)
- FAZA 2: Iskanje ustreznega gostitelja
- FAZA 3: skupna priprava programa usposabljanja ter nato večstopenjsko potrjevanje (NE/HE, NIO/HIO, NEP/HEP, EASME/EK)

Planned start date:16/05/2020

Planned end date:20/06/2020

Objectives: Objectives of NE: • Receive HE's business mentorship in the field of Dance Movement Psychotherapy (DMP). • Gain knowledge about HE's business strategies: o Promotional: which channels does he use to reach new costumers and keep the old ones up to date. Also learn about personal branding and the importance of public relations. o Customer: learn to observe and understand customers' needs, behaviours, expectations and how to adjust business accordingly. o Productivity: learn how to value my time, set priorities and focus my time and energy to these customers and organizations that have the potential of bringing inputs to the company (choose strategically). • Learn from HE about the importance and possible ways of collaborating with the professionals from complementary fields (psychologists, psychiatrists, occupational therapists). • Gain knowledge from HE about the company's financial system: how is it financed and how provides professional but still affordable services for the service users. • Get an insight into the HE's work and working environments (the institutions where HE works as an external professional). • Exchange knowledge of cultural differences with HE (differences in public/ private health sector) and search for possible ways of transitioning the observed good practices from Greece to Slovenia. • Improve my business plan with HE's mentoring support. • Discuss and plan future collaboration with HE. Objectives of HE: • Introduce NE to HE's work and allow NE's perspective to enrich the existing structure of HE's business. • Learn about the NE's business culture in all aspects (the possibilities of DMP in Slovenian social/ health system, private practice possibilities, overseas collaboration, competitors, scope of DMP sector in Slovenia...). • Help NE to find her own way of transitioning new knowledge to Slovenia which can benefit a lot from DMP services. • With NE discuss the possibilities of further business collaboration

Description of work/learning project: The working / learning project aims to support and encourage NE's independent business establishment. Also it is meant to give a HE an opportunity to see his company from a fresh perspective of NE and possibly expand professional horizon with further collaboration with Slovenia and NE as a business partner. NE will be introduced to the company structure and invited to various HE's working environments /institutions. The institutional visits will permit an insight into the Greek health and social system. HE will allow NE work shadowing with the clients which have given the permission. Project will involve regular NE's personal evaluation and discussion about the observed, with HE. Some useful studying material can be provided for NE's deeper understanding and easier application of the observed into NE's own future company. Shadowing will be accompanied with NE's opportunity to actively participate in facilitation of HE's services and learn from performed mistakes. HE will support NE on a daily and weekly basis (at least 5 hours per week) and mentor her by the development of her current business plan, to improve it further and make it more viable as described in the proposed activity plan. Vice-verca, NE will be working at least 5 hours per week on her goals at HE's place under HE mentoring and supervision.

Activity plan: Week 1: • Activity 1 (A1): NE is introduced to HE and his company Dance Movement Therapy. • A2: HE presents NE the company' background: history, starting challenges, mistakes, outcomes, current strategies, the advantages, competitors and business connections. • A3: NE presents HE the Slovenian business culture and DMP and health sector. Week 2: • A1: NE work-shadows HE at his work (if and where possible): NE learns from HE's practice and experiences, self-evaluates and discusses the observed with HE. • A2: NE and HE exchange knowledge of cultural differences (public/private health sector functioning) and search for possible ways of transitioning the observed good practice(s) from Greece to Slovenia. • A3: HE presents NE the importance and possible ways of collaborating with the professionals from complementary fields. Week 3: • A1: NE actively participates in facilitation of HE's services and learns from HE's performed mistakes and regular evaluation. • A2: NE learns from HE about the financial system of his company - how is it financed and how does provide affordable services for the service users. • A3: HE explains and shows NE his promotional strategies. Week 4: • A1: HE educates NE about his costumers strategies and helps NE to recognize Slovenian costumers' needs and expectations. • A2: HE mentors NE by the development of her business plan. NE elaborates on market analysis, promotional strategies, personal branding and the existing costumers and promotional strategy in her business plan. • A3: NE discusses the productivity strategies with HE and learns about smart use of time in business, the priorities and wise investments (of energy, time, money) for the benefit of the company. Week 5: • A1: HE and NE exchange feedback and look for further collaboration possibilities. With HE's support NE plans her own company establishment and elaborates on business plan with consideration of new knowledge and HE's interest in business partnership with NE.

Expected outcome: a) Outcomes for HE are: • Personal enrichment and contentment from sharing the business knowledge and experiences with enthusiastic NE. • Fresh view on existing business model and company structure and possible trigger for self- and company- evaluation and improvement. • New business partnership from abroad and open door to prolonged collaboration with Slovenia and NE. • An insight and better understanding of the Slovenian culture, business and health sector. b) Outcomes for NE are: • New knowledge gained and better understanding on dance-movement-psychotherapeutic company establishment, development and functioning. • Personal and professional development due to work shadowing, constant evaluation and active involvement in HE's work. • New strategies learnt for successful promotion, effective market analysis and efficient time-management. •

Kako gre v praksi?

- FAZA 1: e-prijava
- FAZA 2: Iskanje gostitelja
- FAZA 3: priprava programa usposabljanja
- FAZA 4: Podpis pogodbe za sofinanciranje usposabljanja

Erasmus for Young
Entrepreneurs

AGREEMENT for financial support

under the Erasmus for Young Entrepreneurs Programme

Between
The Lead New entrepreneur's organisation of the OPEN EYE 11 Consortium Hochschule Fulda University of Applied Sciences,

NAME: Hochschule Fulda University of Applied Sciences
ADDRESS: Leipziger Str. 123, 36037 Fulda, GERMANY
Contact Person: Christina Langsdorf (Head of Research and Transfer)
Hereafter referred as the "LNO"

Intermediary Organisation (in the following "IO")
Univerza na Primorskem / Università del Litorale (University of Primorska),
Titov trg 4, 6000 Koper,
Contact person: Mr. Sebastian Rosa

of the one part, and

the New Entrepreneur (in the following "NE")

Mrs		Date/Place of Birth:	
Address:		Phone/Fax:	+38
Emergency Address:		Phone/Fax:	
Email:			.com
Bank Account Details:			
Name of bank:	Nova Ljubljanska banka d.d.	Address of branch:	Mlakarjeva ulica 1, 1236 Trzin
Precise denomination of the account holder:			
IBAN:	SI56	SWIFT/BIC:	LJBAS12X

considering that the NE has been successfully selected by both the NIO and the Host Entrepreneur's Intermediary Organisation (HIO), after agreement of the host entrepreneur:

Name: Fill
Company:
to take part in the European Commission's programme "Erasmus for Young Entrepreneurs",

HAVE AGREED

the following special conditions and annexes below:

- **Annex 1:** "General Conditions applicable to the financial support to the New Entrepreneur selected for a stay abroad with a Host Entrepreneur"
- **Annex 2:** "Erasmus for Young Entrepreneurs Commitment" concerning the **relationship number RLT201153**
- **Annex 3:** Confirmation of stay abroad (to be completed and signed by new and host entrepreneur after completion of the stay abroad)
- **Annex 4:** promotional story about the business exchange between new and host entrepreneur

which form an integral part of this agreement for financial support.

The terms of the special conditions shall take precedence over those in the annexes.

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- FAZA 4: Podpis pogodbe za sofinanciranje usposabljanja
- FAZA 5: Izvedba usposabljanja v tujini



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- FAZA 4: Podpis pogodbe za sofinanciranje usposabljanja
- FAZA 5: Izvedba usposabljanja v tujini
- FAZA 6: Zaključno poročanje o izvedenem podjetniškem usposabljanju (e-poročilo, dokazila)

Kako COVID-19 vpliva na izvedbe usposabljanj v EYE programu?

- Fleksibilizacija načina izvedbe izmenjav:
 1. Do 2 meseca “remote” od doma (brez sredstev), nato prekinitev ali nadaljevanje izmenjave “v živo”
 2. Najprej “v živo” nato zadnja 2 meseca “remote” (sredstva pripadajo tudi v zadnjih 2 mesecih)
 3. Možnost izvajanja izmenjave v državi podjetnika gostitelja, vendar “remote” (sredstva pripadajo)
 4. Možnost prestavljanja začetka izmenjave,
 5. možnost razdelitve izmenjave v več časovno ločenih intervalov
- Obvezno upoštevanje vseh COVID-19 ukrepov v zvezi s potovanji v tujino in v ciljni državi izvedbe

Koristi za mladega podjetnika

- Izobražuje se od 1 do 6 mesecev v procesih poslovnega upravljanja podjetja od izkušenega podjetnika v tujini
- Finančna pomoč v obliki mesečnega pavšala: za pokrivanje stroškov potovanja, namestitve in prehrane tekom bivanja mladega podjetnika v tujini
- Vzpostavitev mednarodnih stikov, povezav ter možnosti za vzpostavljanje poslovnih sodelovanj
- Pridobitev izkušenj o kulturnih in poslovnih okoljih, možnost izpopolnjevanja tujega jezika kot tudi spoznavanje sveta podjetništva v tuji državi

Koristi za izkušenega podjetnika

- Vključuje bodočega/mladega podjetnika v poslovne procese podjetja in tako izkoristi znanja in spretnosti mladega podjetnika
- Lažji dostop do novih trgov iz katerih prihaja mladi podjetnik ter iskanje potencialnih poslovnih partnerjev s pomočjo mladega podjetnika
- Priložnost za razvoj novih poslovnih sodelovanj s pomočjo mladega podjetnika ali drugih podjetij v državi iz katere prihaja mladi podjetnik
- Morebitna vzpostavitev poslovnega sodelovanja med podjetnikoma

IMATE KAKŠNO VPRAŠANJE?

Prijava v program

Zainteresirani za sodelovanje se lahko prijavite prek uradne spletne strani programa:

www.erasmus-entrepreneurs.eu

Primeri uspešnih Erasmus podjetniških usposabljanj

The European Entrepreneur Exchange Programme

Erasmus for Young
Entrepreneurs



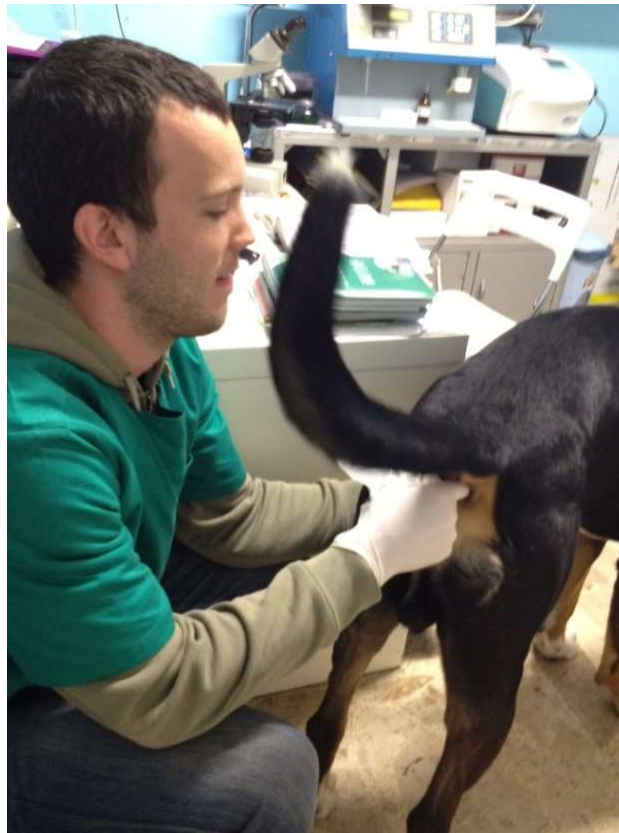
Primer dobre prakse usposabljanja mladega podjetnika na Nizozemskem

Luka Rejec, Tolmin



Primer dobre prakse usposabljanja mladega podjetnika v Italiji

Peter Zorč, Izola



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Primer dobre prakse usposabljanja mlade podjetnice na Portugalskem

Nataša Pijaža Mikelič, Izola



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Primer dobre prakse usposabljanja mlade podjetnice v Avstriji

Alja Kisilak, Šempeter pri Gorici



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Primer dobre prakse usposabljanja mlade podjetnice na Portugalskem

Urška Merljak, Goriška Brda



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Primer dobre prakse usposabljanja mlade podjetnice v Španiji

Maja Vrčon, Nova Gorica



Primer dobre prakse usposabljanja mlade podjetnice v Španiji

Urška Černigoj, Ajdovščina



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Primer dobre prakse usposabljanja mlade podjetnice v Avstriji

Nika Žgur, Portorož



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Primer dobre prakse usposabljanja mlade podjetnice na Nizozemskem

Nina Bačar, Izola



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Primer dobre prakse usposabljanja mlade podjetnice v Španiji

Maša Lancner, Vrtojba



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Primer dobre prakse usposabljanja mlade podjetnice v Italiji

Adriana Lorenzutti, Goriška brda



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Primer dobre prakse usposabljanja bodočega podjetnika v Španiji

Nejc, Suban, Nova Gorica



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Primer dobre prakse usposabljanja mladega podjetnika na Siciliji

Bojan Blažica, Ajdovščina



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Entrepreneurs

HVALA ZA VAŠO POZORNOST!

Sebastjan Rosa

Univerza na Primorskem

Fakulteta za management

Center za razvoj in prenos znanj

Izolska vrata 2, 6000 Koper

sebastjan.rosa@upr.si

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